

Bill Zimmerman

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Education

- 2016 **Master of education, higher education**
Pennsylvania State University
GPA: 3.97
- 2003 **Bachelor of art, journalism**
Indiana University of Pennsylvania
Magna cum laude honors

Experience

Lecturer **August 2017 to present**
Penn State Donald P. Bellisario College of Communications, University Park, Pa.

- Teach COMM 471: PR Media & Methods and COMM 372: Digital PR, courses that cover long-standing foundational PR principles to emerging digital mediums in the industry
- Supervised a student team tasked with creating PR materials for the National Elder Law Foundation, an organization for attorneys looking to expand its media outreach and social media presence
- Contribute to the Change: Where Do I Go From Here? entrepreneurship class taught in Centre County Correctional Facility

Social media manager **April 2015 to July 2017**
Penn State Office of Strategic Communications, University Park, Pa.

- Guided and contributed to daily content production and curation as well as long-term planning to support strategically directed public relations campaigns on Twitter, Facebook, Instagram, LinkedIn, Google+ and Pinterest
- Wrote and hosted "This is Penn State," a 12-episode web series attracting more than 24,000 YouTube views that offered a slice-of-life look at the diverse parts that keep the University moving
- Wrote externally and internally focused news releases, sometimes in cooperation with top administrators
- Photographed campus events for social media and web
- Assisted in guiding professional development for communicators throughout the university working in social media

Associate editor **September 2012 to April 2015**
Penn State Office of Strategic Communications, University Park, Pa.

- Edited copy for Penn State News -- news.psu.edu -- making the final call on matters of punctuation, grammar, Associated Press style, clarity and headlines
- Wrote internally and externally focused News articles
- Photographed campus events in support of the university photographer
- Consulted campus-, college- and unit-level communicators in editorial planning as well as in day-to-day use of News' content management system
- Fielded media requests seeking university statements and expert input; acted as a university spokesman

Writer/editor/page designer

July 2003 to September 2012

The Indiana Gazette, Indiana, Pa.

- Involved in the daily production of the newspaper: editing as well as selecting wire articles and photographs; planning Page 1 content; and directing paginators in the layout of multiple pages
- Wrote more than 700 articles from features to hard news

Freelance writer

2005 to present

- Wrote more than 60 pieces for publications such as The Conversation, The Penn Stater, Marine Corps Times, Pennsylvania Magazine, The Pennsylvania Gazette, Sole Collector and Town & Gown

Teaching Experience

Lecturer

Digital PR Fall 2018
PR Media & Methods
Penn State Donald P. Bellisario College of Communications

Digital PR Spring 2018
PR Media & Methods
Penn State Donald P. Bellisario College of Communications

Digital PR Fall 2017
PR Media & Methods
Penn State Donald P. Bellisario College of Communications

Instructor

News Writing and Reporting Fall 2015, Fall 2016
Penn State Donald P. Bellisario College of Communications

Guest Lecturer

Weather Communications II Spring 2018
Penn State College of Earth and Mineral Sciences
Topics: Social media

Sports Writing Spring 2018
Penn State Donald P. Bellisario College of Communications

Topic: Social media

Sports Writing Fall 2017
Penn State Donald P. Bellisario College of Communications
Topic: Social media, my path to working in social media

Digital PR Spring 2017
Penn State Donald P. Bellisario College of Communications
Topic: Higher education social media, my path to working in social media

Digital Marketing Communications Spring 2017, Fall 2016
Penn State Smeal College of Business
Topic: Higher education social media

PR Media and Methods Fall 2016
Penn State Donald P. Bellisario College of Communications
Topic: Higher education social media

Social Media Marketing & Management for Travel & Hospitality Professionals
Penn State College of Health and Human Development Spring 2016
Topic: Higher education social media

News Writing and Reporting Spring 2015
Penn State Donald P. Bellisario College of Communications
Topic: Headline writing in digital and social media

Teaching Service

Change: Where Do I Go From Here? **September 2017 to present**
Teach an entrepreneurship-focused six-week course in the Centre County Correctional Facility through the Penn State Restorative Justice Initiative and the nonprofit Centre Peace

Special Projects

National Elder Law Foundation **September 2017 to May 2018**
Supervise a team of three communications students in enhancing media outreach and social media strategy for the certification organization.

Global Learning in Agriculture Conference **January 2018**
Provided social media strategy consultation to organizers of the annual conference from the Penn State College of Agricultural Sciences.

Awards and Recognition

All In Award **2016**

Recognizing Penn State Strategic Communications employees “who have gone out of their way to make our team more fair and inclusive”

Pennsylvania Newspaper Association Keystone Press Award 2011

Honorable mention in circulation division: Feature Story – “Man’s ‘goofy’ car makes a splash”

Pennsylvania Newspaper Association Keystone Press Award 2008

First place in circulation division: Sports Story – “She can hit: Boxing isn’t just for guys anymore”

Academic Certifications

Graduate School Teaching Certificate 2016

Pennsylvania State University

Recognizes graduate students’ commitment to college teaching

Graduate School Teaching and Learning with Technology Certificate 2016

Pennsylvania State University

Recognizes that an instructor has demonstrated the innovative use of technology in teaching

Scholarship and Research Integrity program completion 2016

Penn State University

Offers researchers and scholars comprehensive, multilevel education in the responsible conduct of research

Professional Training

Twitter Flight School, Twitter Inc., 2017

Social Media for Natural Disaster Response and Recovery, National Disaster Preparedness Training Center, 2016

Lesbian, Gay, Bisexual, Transgender, Queer and Ally Student Resource Center Safe Zone training, 2015

Hootsuite Certified Professional, 2015

Vital Smarts Crucial Conversations and Crucial Accountability management training, 2015

Authentic Leadership & Influence, Penn State Center for Workplace Learning & Performance, 2014

Public Information Office Team Joint Information Center/Joint Information System Workshop, Department of Homeland Security, 2013 and 2014

Sport and Special Event Evacuation Training and Exercise, Department of Homeland Security/FEMA, 2013

Publication

Lessons from a Mindful Journey: Suggestions for Educators, *American Journal of Education Forum*, 2018

<http://www.ajeforum.com/lessons-from-a-mindful-journey-suggestions-for-educators-by-bill-zimmerman/>

Relevant writings

How social media helped fuel indie wrestling's resurgence, *The Conversation*, 2018

<https://theconversation.com/how-social-media-helped-fuel-indie-wrestlings-resurgence-88837>

Dissecting Conor McGregor's steep odds in boxing showdown, *The Conversation*, 2017

<https://theconversation.com/dissecting-conor-mcgregors-steep-odds-in-boxing-showdown-82366>

Holistic education group looks to sustain the 'light and passion' of teaching, *Penn State News*, 2017

<http://news.psu.edu/story/453691/2017/03/10/holistic-education-group-looks-sustain-light-and-passion-teaching>

Why your mascot should be on social media: 3 keys to make your biggest fan a #HESM force, *College Web Editor*, 2016

<http://collegewebeditor.com/blog/index.php/archives/2016/11/28/why-your-mascot-should-be-on-social-media-3-keys-to-make-your-biggest-fan-a-hesm-force/>

University officials look to educate in wake of Yik Yak threats, controversies, *Penn State News*, 2015

<http://news.psu.edu/story/350463/2015/03/30/campus-life/university-officials-look-educate-wake-yik-yak-threats>

Zen State: Researchers, students link contemplation with well-being, *Penn State News*, 2014

<http://news.psu.edu/story/310214/2014/04/02/academics/zen-state-researchers-students-link-contemplation-well-being>

Professor explores American culture through comedy's history, *Penn State News*, 2012

<http://news.psu.edu/story/143653/2012/12/18/academics/professor-explores-american-culture-through-comedys-history>

Conference Presentations

Social Media Strategies Summit: Higher Education, Boston, Mass., "Join the Furternity: Using Mascot Muscle to Generate School Spirit on Social Media," 2017

Lead the Pride: A Student Leadership Experience, University Park, Pa., alumni panel discussion, 2017

Higher Ed Experts Content Conference, online, "How Mindfulness Can Empower the Content Creator," 2017

Public Relations Society of America Northwestern PA Chapter's Meeting Today's PR Challenges conference, Erie, Pa., "Social at State: Best Practices from Happy Valley," 2017

Penn State Social Media Summit, University Park, Pa., "Creating Shareable Content" (co-presenter), 2016

eduWeb Digital Summit, Denver, Colo., "Mindfulness and the Social Media Manager," 2016

Penn State Social Media Summit, University Park, Pa., "Intergenerational Discussion on Social Media" (moderator), 2015

Penn State Social Media Meet-up, Center Valley, Pa., "Zen and the Social Media Manager," 2015

Penn State Social Media Meet-up, Hershey, Pa., "Writing Effective Headlines for Digital and Social Media," 2014

Invited Talks

Happy Valley LaunchBox Spring Speaker Series, State College, Pa., "Digital Branding: Being an Evangelist for Your Company," 2018

Penn State's Science Policy Society, University Park, Pa., social media panel discussion, 2018

American Advertising Federation National Student Advertising Competition, University Park, Pa., "From Digital Native to Digital Pro," 2018

Penn State Ad/PR Club, University Park, Pa., "Mascot Muscle: Social Media Tips From The Lion's Hall of Fame Campaign," 2018

Penn State Multimedia and Broadcast Journalism Camp, University Park, Pa., "Social Media Through Three Lenses," 2017

Penn State Science Policy Society, University Park, Pa., “Social Media for Academics,” 2017

Penn State Student Affairs Marketing and Communications Group, University Park, Pa., “Creating Shareable Content” (co-presenter), 2017

#HigherEdSocial Facebook Group, “Mindfulness and the Social Media Manager” live webinar, 2016

Penn State Public Relations Student Society of America, University Park, Pa., “The Young Professional’s Guide to Success” (panel discussion), 2016

Penn State Office of Postdoctoral Affairs, University Park, Pa., “Intro to Social Media for Academics,” 2015

Media Appearances/Interviews

The Daily Item (Sunbury, Pa.), “Brokaw: Social media is exceptional but potentially dangerous,” 2018

Rob Z Radio podcast, “Happy Valley Hustlin' w. Bill Zimmerman of the 'Happy Valley Hustle' Podcast,” 2018

The Digital Skillscast podcast from NR Media Group, “A Shared Passion: The Importance of Podcasting,” 2018

Social Media Strategies Summit podcast, “#HigherEd Preview: Penn State,” 2017

Service

- Global Connections; University Park, Pa.; member of the board of directors and volunteer, 2015 to present
- Penn State Alumni Association; University Park, Pa.; FastStart mentor, 2014 and 2015

University Committees

- Holistic education teaching circle, 2016 to present
- Strategic Communications’ Climate and Diversity Committee member, 2014 to 2017
- Martin Luther King Jr. University-wide Commemoration Planning Committee member, 2015-2017
- Stand for State bystander intervention marketing committee member, 2015 to 2017